05/07/98 15:22 ☎13122206807 HANRAHAN GRP →→→ PHILIP MORRIS ☑003/003

Club Benson & Hedges

Market/Event Date	Publication	Frequency	P4CB	1/2 P4CB	Circ (M)	CPM P4CB	CPM 1/2 P4CB	%AA	Distribution	Comments
New Orleans (9/1 - 10/5)	Times -Picayune (Lagnaippe section)	Daily	$10,551	$6,437	260	$37.68	$22.99	N/A	New Orleans Metro	"Lagnaippe" is the name of the Friday entertainment section.
	Gambit	Weekly	$1,949	$1,270	40	$48.73	$31.75	28%	Metro and Suburbs	-
	Offbeat	Monthly	$1,960	$1,230	50	$39.20	$24.60	N/A	Metro	8/19 material close for September
	Tribe	Bimonthly	$2,043	$1,120	20	$102.15	$56.00	25%	Louisiana	8/19 material close for September
Houston (9/22 - 10/26)	Chronicle	Daily	$37,901	$21,969	561	$67.56	$39.16	N/A	Metro	Amounts reflect 2 issue entertainment buy.
	Street Flava	Monthly	$1,640	$1,340	60	$27.33	$22.33	100%	Music Stores	AFRICAN AMERICAN PUBLICATION
	Informer	Weekly	$4,500	$2,000	30	$150.00	$66.67	100%	Metro	AFRICAN AMERICAN PUBLICATION
alt ROP	Press	Weekly	$3,086	$2,212	85	$36.31	$26.02	9%	Metro	-
Dallas (9/22 - 10/26)	Observer alt on	Weekly	$4,022	$2,803	98	$41.04	$28.60	9%	Metro	-
	Met alt	Weekly	$2,225	$1,550	60	$37.08	$25.83	N/A	Dallas/Ft. Worth Metro	-
Atlanta (10/13 - 11/16)	Creative Loafing	Weekly	$3,210	$1,735	120	$26.75	$14.46	40%	Metro/Suburbs	-
	Constitution	Daily	$37,069	$20,435	496	$74.74	$41.20	57%	State-wide	Costs reflect PM corporate rate.
	Tribune	Biweekly	$2,810	$2,342	30	$87.00	$78.07	99%	Metro	AFRICAN AMERICAN PUBLICATION

Note: All weekly newspapers reflect a 4x insertion rate. This rate was determined based on frequencies for insertions in Los Angeles weeklies.

N/A - Not Available

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Source: https://www.industrydocuments.ucsf.edu/docs/zqwy0004